



ZIPSTRIPE CASE STUDY

Toronto Marlies Achieve 17.3% Direct Response to Text2Win Participation

"The text in to win contest we executed in-game received a tremendous response from our fans. We have now started a great database of participants who would love the chance to win prizes and receive ticket offers for future games. We were very impressed with the results and how easy it was to execute. Zipstripe was very helpful in bringing ideas to the table and were there for any technical support, we are looking forward to executing again next season."

Carla Chelli, Maple Leafs Sports & Entertainment
Toronto Marlies Hockey Club

The Toronto Marlies, a proud member of the American Hockey League, successfully utilized Zipstripe's Text2Win program at their 2009 playoff series to develop a Direct Response database of mobile telephone numbers. This "relationship database" of the mobile phone numbers of their fans will remain a lifetime value until their mobile phone user decides to opt-out.

Objective: The Marlies wanted to build an opted-in database for future and ongoing promotions, as well to implement an interactive media campaign targeted at a younger demographic audience in order to extend the longevity of the brand. The choice to use mobile marketing was the Marlies' desire to move their brand through toward immediate engagement, driven by relevancy. In this case the mobile phone was regarded as the different, unique and engaging experience the Marlies were looking for.

Strategy: A 2 part strategy was used to implement the Marlies' objectives by way of:
1st – A Text2Win campaign was to quickly build their opted-in database, through inexpensive, but highly relevant prize offerings in the nature of hockey jerseys and free tickets
2nd – Senddowns of Loyalty Alerts to the opted-in database offering a discounted ticket price to the following playoff games

Results: Total attendance at the 3 playoff game series was 5,300 individuals, and of this population 921 persons or 17.3% of those attending opted-in to the Marlies community.

About Zipstripe: Zipstripe offers Mobile Marketing Solutions utilizing the functionality of mobile devices to offer communications-information-entertainment opportunities for brands to connect with what is increasing becoming a mobile consumer. Zipstripe's proprietary platform and technologies allow marketers to engage individual consumers in an immediate and highly relevant manner, by way of the mobile medium where consumers are more receptive to a marketers' message - consumers, marketers and brands are brought together in a three-way synergy of value, where consumers receive fun, relevant and rewarding brand experiences, marketers enjoy highly targeted marketing campaigns with strong results, and brands developed a relationship database of lifetime value.



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Zipstripe Mobile Marketing Solutions